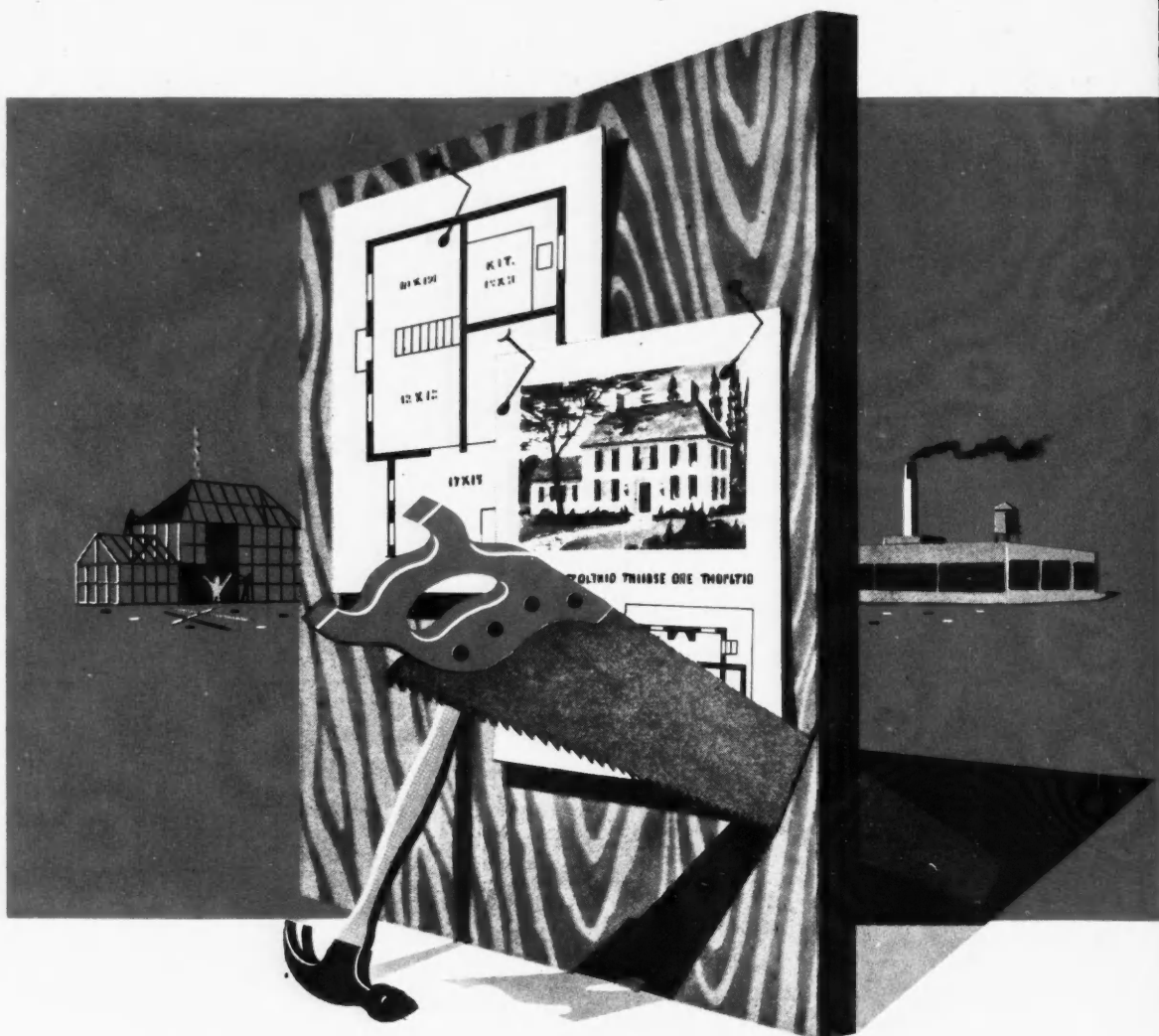


# *The* **REPORTER** *of Direct Mail Advertising*



**A REPORT OF DIRECT MAIL  
ACTIVITIES DURING JULY 1947**



## The "Wooden Sandwich" Industry

After World War I, plywood was little more than a woodworking curiosity. Today, it is the product of one of America's lustiest young industries; and annual production, up tenfold within 20 years, is still short of demand. But the plywood industry is realistic. To prepare for its buyers' market, it is spending \$150,000 annually on research for new products and new markets.

From design to production and from distribution to sale, paper is as vital to the plywood industry as it is to any other of America's expanding industries and expanding markets. That is why this corporation, "Paper Makers to America," is itself expand-

ing to meet the ever increasing demand for its diversified line of papers . . . and why research is unremitting to make ever better and better all Mead Papers of the Mead, Dill & Collins, and Wheelwright lines.

Mead merchants the nation over are your informed source for "the best buy in paper today."

★★★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text and Cover Papers.



MORE THAN ONE HUNDRED YEARS OF PAPER MAKING

THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"

The Mead Sales Company, 230 Park Avenue, New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton



"

Dayton





## GOOD GRIEF! HE CAN DRAW, TOO!

*The Reporter* staff, suffering from the heat, was stewing around trying to decide on a cover for this July report. Ideas . . . blank. When in walked Harrie Bell fresh as a daisy from a vacation in Williamsburg, Virginia.

Telling us about the beauty of the reconstruction job . . . Harrie pulled out of his bag three pencil sketches he had dashed off during his loafing period. So he could draw, too . . . in addition to teaching Direct Mail, selling and planning effective printing, and writing books.

Harrie thinks every creative Direct Advertising person should know something about drawing so that he can at least visualize for himself how his piece should look. That's why he tries to get his students interested in drawing . . . and why he practices "art" in his spare moments.

Seemed like a good idea. Even though Harrie's sketches had nothing whatsoever to do with Direct Mail . . . we induced him to lay out our July cover. Which he did. Meeting adjourned.

## SHORT NOTES

New wrinkle in making visiting salesmen comfortable. Gray & Rogers, 12 South 12th Street, Philadelphia 7, Pennsylvania (advertising agency), has installed a television set in their attractively decorated reception room. Here messengers, clients, suppliers and other visitors can watch sports broadcasts. Also gives agency a chance to observe the operation of a new medium. It's hard on the office boys. No more "grandmother" excuses for sneaking off to a ball game.

*The Advertiser's Digest* for July carried a three page digest of one chapter from Jack Carr's book, "Cordially Yours."

The Missouri Pacific recently ran an interesting and resultful campaign to stimulate travel reservations to the Royal Gorge. Six piece campaign to travel agents, who were labeled as "Doctors" (of travel) for purposes of campaign. A "Miss Royal Gorge-ous" signed the first hand-written

## THE REPORTER of Direct Mail Advertising

A New Low in Letters .....	5
Timing Does It! .....	6
Help from the Newspapers .....	8
Does the Weather Have Any Effect on Direct Mail Returns.....	9
What Do You Mean When You Talk About Public Relations....	10
Time Table for DMAA Convention .....	12
All for One Cent .....	13
Playing Post Office .....	14
Notes from a Mail Selling Scrapbook .....	16
One Advertising Man to Another .....	17
New Stunt Letterhead .....	20

Plus the Regular Editorial "Shorts"

**VOL. 10, No. 4. Report for July, 1947.** *The Reporter of Direct Mail Advertising is published monthly by Henry Hoke, publisher, 17 East 42nd St., New York 17, N. Y. Telephone Number Vanderbilt 6-0888. Subscription price \$3.00 a year. Re-entered as second class matter Nov. 15, 1939, at Post Office at New York, N. Y., under act of March 3, 1897. Copyright, 1947, by Henry Hoke, New York 17, N. Y.*

letter to the "doctors." There were Valentine greetings, birthday cakes and cards and other stunt mailings to the list. Result: very satisfactory. Greatly increased bookings.

*Harold Stedfield*, who once upon a time handled advertising for the American Writing Paper Company and the Rag Content Paper Manufacturers Association, is now back in his own agency business. Along with Richard Byrne, he has organized the new advertising agency of Stedfield & Byrne, Inc., with headquarters in Carnegie Hall, 1220 Huron Road, Cleveland 15, Ohio. Hal has jumped in to help Harry Porter there in Cleveland to promote the DMAA Convention.

## SCRAP BOOK OF IDEAS

*Charlie Morris*, Vice President of Reinhold-Gould, Inc., 535 Fifth Avenue, New York 17, N. Y., has just released another good idea-service for printers and users of printing.

It is called a "Scrap Book of Ideas." Crammed with practical, usable Direct Mail suggestions, attention-getting layouts, copy treatments, modern techniques. Illustrated with thumb-nail sketches. It measures 6" x 9", in a three ring loose-leaf binder. The thumb-nail sketches are catalogued under the following headings: booklets and portfolios, broadsides, blotters, folders, cards, novelties.

## INTERESTING SURVEY

Time International, Rockefeller Center, New York 20, N. Y., has just released an attractive 5" x 9 3/4" 24 page booklet giving results of a survey on buying habits in South America. Title, "The Most Important People in Latin America." Well worth reading by anyone interested in reaching our southern neighbors.

## THE LIST IS THE THING

Leonard Lyons, in a recent column, made an interesting mail order report. Seems that Funk & Wagnalls tried to sell "The Modern Gunsmith" at \$15 a copy to the names listed in the Social Register. According to *The Lyons Den*, not one order was received. (Which, if true, is a pretty bad flop.) The story continues by reporting more than 30,000 books sold when the same campaign was directed to the subscription list of "The American Rifleman."

## PLANNING AHEAD

The 26th Annual Conference of the National Industrial Advertisers Association will be held in the Lord Baltimore Hotel, Baltimore, Maryland, June 13-16, 1948.

# **HE HARVESTS BIG**



## Who **SOWS Big!**

The largest users of Champion papers are leaders in their respective industries. Cause and effect, not a series of coincidences. For printed matter is the foundation of some of the best manufacturing and selling structures. Champion and its customers have grown great together. That such companies prefer Champion paper is evidence of its uniform quality, high value, wide variety. Their approval-by-purchase extends to the full line of letterpress and offset papers.

THE *Champion Paper* AND FIBRE COMPANY . . . HAMILTON, OHIO



Manufacturers of advertisers' and publishers' coated and uncoated papers, bristols, bonds, envelope papers, tablet writing and papeterie . . . 2,000,000 pounds a day  
MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

District Sales Offices

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ST. LOUIS • CINCINNATI • ATLANTA • SAN FRANCISCO

# A New Low In Letters

Recently, a manufacturer in the midwest received an extraordinary letter on the antiquated stationery of the Standard Automotive Parts Company of Muskegon, Michigan. We are reprinting the letter, but eliminating the name of addressee and mention of his product (for good reasons). Read it . . . and weep.

Company Name  
Address  
City  
Attention: Sales Manager

Dear Sir:

I do not know that I ever met you or talked to you over the 'phone, but we have had one of your ..... for ..... years or more, and think of you frequently.

I am enclosing parts of the covers of pieces of literature that have come in to us recently, matter of two or three weeks I believe, although I am not positive of the date. Will you please take all of these names off your mailing list and save your money, which is your concern; our time is throwing the material away, which is our concern; and a considerable part of the world's supply of paper pulp, which is the concern of both of us and everyone else.

We believe that this Direct Mail advertising craze is one of the greatest contributing factors to the growing inflation, and I have had one reply from a request to stop sending literature to us to the effect that the sales manager agrees very heartily, and our request was the final thing that decided them to discontinue it.

In your own case, we are using one of your ..... and we do not understand how we could forget you under such conditions, and we would like to have you keep your costs down so that what you have to charge us for spare parts will not go up, due to that cause at least.

In other words, as you probably suspect, our opinion of Di-

rect Mail advertising is that it does no good and is a nuisance and an irritation, as well as an expense to everybody.

Yours very truly

Standard Automotive Parts Co.  
(signed) L. T. Girdler

The advertising manager who received Girdler's blast was shocked . . . and sent it to us saying, "In the many years that we have been engaged in Direct Mail advertising, this is the first letter of this type we have ever received."

Since the letter arrived in THE REPORTER office, we've been quietly investigating the case. If it was a lone example, we might laugh it off. But the wording indicates that other similar letters are being sent to other manufacturers.

What's eating this L. T. Girdler? He's a brother of the famous Tom . . . but that alone cannot account for the extreme over-abundance of vinegar in his veins.

I've examined the material issued by the manufacturer whose advertising Mr. Girdler didn't like. It is good. Not flossy. Not wasteful. It consists almost entirely of factual engineering information to help the users of its products. Because the products apply to men in various positions, two or three names in each company are on the mailing list. Natural and wise.

So, what's eating Mr. Girdler? Maybe he doesn't want his minor executives to improve their knowledge . . . to find ways of doing things better. Maybe that's one of the reasons for extreme labor unrest reported around Muskegon.

The Standard Automotive Parts Company manufactures machine keys, special shapes, valve and tappet guides and Woodruff keys. They have the best of credit . . . but their output, according to reports, goes to a few limited customers (about a hundred). It is possible that they do not use nor need to use Direct Mail because of contracts with a few large manufacturers or sellers. But has Mr. Gird-

ler looked beyond his own factory doors?

Isn't it true that some of Girdler's products are sold by mail order houses to automobile owners or auto service stations? Would these mail order houses like to have one of their suppliers undermine their method of doing business? Isn't it true that nearly every manufacturer who uses the Girdler products in manufacturing also uses Direct Mail to distribute the products made . . . or to help dealers sell or service?

A glance at the Direct Mail output figures of General Motors, for example, should convince Mr. Girdler that in knocking Direct Mail as a medium he is harming his own customers.

We wonder what other manufacturers in the Muskegon area would think of Mr. Girdler's tactics. We know of certain concerns around there who must depend nearly entirely on Direct Mail to keep their factories going . . . to keep their workmen employed.

Direct Mail, whether Girdler knows it or not, is simply a tool of distribution. Used wisely, it lowers the cost of distribution. What that contributes to inflation wasn't covered in our textbooks on economics.

The Girdler letter is plain, unadulterated tripe of the lowest variety. We publicize it only because its appearance here might cause the writer to discontinue further tirades.

Readers of THE REPORTER could do a good job in this case (as some of you did on a similar occasion in the past . . . remember?).

To those so inclined, we suggest: write a letter to L. T. Girdler at the Standard Automotive Parts Co., Muskegon, Michigan telling him in your best style what you think of his thinking. Send us a copy of your letter. For the best ten letters we'll offer a prize of something or other and will print some of them. I hope he'll be flooded with sensible letters. Mine to him would contain only one word . . . "Nuts."

# TIMING DOES IT!

Exact Schedules Important Factor In Advertising Coordination

By CHARLES B. KONSELMAN,

Advertising Manager, A. & M. Karagheusian, Inc.; Vice President DMAA

In achieving coordination for maximum advertising campaign effectiveness, accurate timing is vitally necessary.

"Strike while the iron is hot" is a proverb which every advertiser must paraphrase to read, "Advertise when the time is ripe." There is little use in carefully organizing and setting up a coordinated advertising program if the timing of the whole campaign and of the various elements has also not been calculated down to the smallest possible time fraction.

## Two Factors In Timing

In planning the correct timing of an advertising campaign, two factors are present—1) the correct timing of the program as a whole, and 2) the timing of the individual units within the complete schedule.

For many industries (i.e. tobacco, drugs) no specific seasonal considerations are primarily necessary. Their prospects and customers buy throughout the year. In some cases, however, products are traditionally bought at certain times or periods, as for example, sporting equipment. Obviously the advertiser schedules his promotions in line with these basic market conditions.

However, in recent years many advertisers have found it advantageous to carefully examine the so-called accepted buying habits of their markets. Many have found that the traditional market periods were really "sacred cows" which no longer were true. In the carpet industry, for example, advertisers until recently accepted for granted that consumer advertising should be on a Spring and Fall basis since "after December 1st people were concerned only with Christmas and after May consumers forget about rugs and carpets until September." Although even a cursory examination of sales percentages by months definitely did not support this old belief, it persisted with the explana-

tion that sales figures showed deliveries only, and therefore did not affect the traditional concept of consumer interest. But a recently completed national consumer survey finally proved the newer concept that rugs



Window display furnished to dealers on Elgin Compact Mother's Day promotion. Notice girl at left. This design ran in some form in all media—displays, magazines, newspapers, handouts, mailing cards, etc. Color scheme the same throughout.

and carpets are considered and purchase planned by the public throughout the year not only during 6-8 months. Advertising and promotion in this case should be continuous if full value and impact is to be gained.

Once the timing of the whole campaign has been determined, good coordination requires that each individual unit or piece in the campaign also be timed so that maximum results are achieved. Each trade ad, consumer ad, letter, folder, radio script, car card and other element must be integrated one with the other so that the constant, continuous, increasing impact desired is reached.

## Watch Production Delays

In these days of 6-8 weeks delivery on process plates and three days for an ordinary half-tone, the scarcity of paper, press time and other headaches in the production of printed material,

the timing of any plan must make generous allowances for the completion of the various elements in the campaign on the scheduled dates.

The advertiser must make sure copy, art, layout and all other elements are prepared on time and with production schedules which can be met. Failure to do this results in the elimination of one or two or several parts of the campaign which were carefully included in the first place in order to make for a well rounded program. The dropping out of a mailing piece, a booklet, a letter at the last minute leaves a hole which makes the program that much less effective and hard-hitting.

A practical method of planning for the exact timing of a program is the simple chart listing all the units in the campaign in chronological order, so that the completion and implementing of each ad, direct advertising piece, and other material can be checked off. Supplementary charts should be made up for each item providing all necessary details and working data, including production schedules, costs, and the particular item's place in the complete advertising program.

As mentioned above many advertisers are not primarily concerned with seasonal aspects of the promotion and sale of their products. However, there are few items, with the exception of some food staples and similar living essentials, which do not have especially receptive market acceptance at certain periods. At these particular times or seasons sales volume can be greatly increased by effective hard-hitting promotion calling attention to the advantages and qualities of the products for the occasion.

## A Promotion For Compacts

A good example of this type of product is the fashion accessory — women's compacts. Compacts are sold





## KEEPING AN EAR TO THE GROUND

How can we plan best to meet our customers' paper requirements now and in the future? To have the answers to questions like these, International Paper Company "keeps an ear to the ground."

You can see the results of this policy throughout our entire organization. It helps our woodsmen; it stimulates our laboratory technicians; enables our mills to schedule paper machines sufficiently far in advance; guides our sales staff and distributors in delivery and transporting.

It is International's way of keeping abreast of present and future requirements—with due attention to quality at all times. International Paper Company, 220 E. 42nd St., N.Y. 17, N.Y.

**INTERNATIONAL  
PAPERS**

*for Printing  
and Converting*



everywhere, every day in the year, and are highly acceptable and popular as gifts. Compact manufacturers have long promoted their products at peak gift times, particularly Christmas.

This year Elgin American, manufacturer of fine ladies' compacts, planned a special campaign to promote Elgin American compacts as the perfect gift for Mother's Day. This special Sunday has become increasingly popular as a day for a special gift, although the lion's share of the gift business has been in candy and flowers. Elgin American decided that a beautiful compact was a particularly appropriate gift—good-looking, useful, flattering and lasting. A special promotion and advertising campaign was developed by Martin Zitz, Advertising and Sales Promotion Manager.

The campaign itself was carefully planned and coordinated. Full color, full page and double spreads in *Life*, *American Weekly*, *Vogue*, *Cosmopolitan* and other consumer magazines and newspapers reached more than 60,000,000 people. Radio spots were scheduled on important national networks with an estimated audience of 15,000,000.

The power of this far reaching consumer campaign was effectively merchandised to Elgin American dealers and complete comprehensive tie-in promotion material furnished.

The promotion "package" was presented to dealers in an effective 11"x18" plastic bound, two color, offset portfolio. Included in the portfolio were a brief outline and reprints of the consumer campaign, samples of colorful four color lithographed folders by Stecher-Traung available in quantities to dealers, newspaper mats, window, counter and display suggestions, radio commercials for use locally, news stories for release to local papers and convenient order forms for the dealer's use. Effective down to earth copy throughout the portfolio emphasized the scope of the campaign, and the potential value to the dealer.

#### Timing the Campaign

In addition to careful attention to the other basic elements for effective advertising coordination — planning, continuity of theme, color art work, skilled production—Advertising Manager Zitz was particularly concerned with the proper timing of the campaign.

The overall program was of course planned many months in advance. Then each element was carefully scheduled. Mother's Day was May 11th. Consumer advertising was scheduled for appearance two weeks before. Complete dealer promotion material was ready and in the hands

of Elgin American salesmen many weeks prior to the first ad, thus insuring retailers sufficient time to plan their own tie-ins.

A common fault of national advertisers for many years has been their lack of appreciation of the fact that retailers also plan their own promotion many weeks, and in the case of chain and department stores many months, in advance. In commenting on this recently a merchandising executive of one of the country's largest chains said, "We have continually pointed out to our suppliers that our local advertising window displays and counter promotions are definitely scheduled 12 weeks ahead. Yet scarcely a week goes by that I do not receive elaborate, well conceived product promotions 10 days or two weeks before the material is to be used. Manufacturers *must* consider retail operation and organization if they expect to achieve the full potential value from the expenditure of millions of dollars in advertising promotion material."

#### Timing Does It

It is impossible to over-emphasize the importance of timing in the coordination of advertising. Correct, accurate timing can and will go a long way to make every promotion dollar deliver full value to the advertiser.

## Help From The Newspapers

The campaign to improve business letters is gaining support from various angles. The following interesting material appeared in the syndicated column of Frank Colby, on July 2, in the *Miami News*.

#### Let's Start a Crusade by Frank Colby

Readers have applauded my efforts to get the language of business letters out of the Mid-Victorian Era. Many concerns have already purged their correspondence of Office Latin such as *ultimo*, *viz.*, in re, the 13th inst, per annum. Others have discarded such hackneyed phrases as "We are pleased to advise; your valued favor; we beg to state; your esteemed communication; and contents noted."

In short, the trend today is definitely away from "elegant" writing that should have gone out of fashion with the moustache cup.

Now let us go a step farther and do away with those two horsehair-sofa monstrosities of all letters—the salutation and the complimentary close.

Why, in the name of common sense should one salute a correspondent as "dear"? Is George W. Zombie, of Zombie, Zombie and Klunk, my dear sir? Emphatically not! He is neither mine nor dear to me, and I should certainly not speak of or to him as "Sir."

Is Zombie's wife my dear Mrs. Zombie? I do not even know the woman; and if I did know her the chances are I should not think of calling her "my dear." Zombie wouldn't like it at all. (Dear means: esteemed; loved; precious; regarded with affection.)

Why should I keep telling Zombie that I am "yours truly" or "yours sincerely"? In the first place, I am not his at all. In the second place, it is an untruth to remind him constantly that I am true to him. And why should I assure

him that I am sincere with him? Is that not like a man's boasting of his own honesty?

The truth is that salutations and complimentary closes have no meaning whatsoever. They are relics as useless and as incongruous as a whipsheet on a jeep.

Note how business letters (and all letters for that matter) will be shortened and improved by dropping the salutation and complimentary close:

Mr. George W. Zombie  
Zombie, Zombie & Klunk  
New York, N. Y.

Thanks for the order. The goods will be shipped within 30 days. Meanwhile, here is our new price list. Note that some items have been reduced in price as much as 10 per cent.

RICHARD ROE,  
Sales Manager.

## DOES THE WEATHER HAVE ANY EFFECT ON DIRECT MAIL RETURNS?

That question was asked during a panel discussion on Direct Mail Day at the Des Moines Advertising Club. Kurt Fahle, Cupples-Hesse Corporation, St. Louis, Missouri, answered it this way:

Definitely yes. Better returns result if the mailing is received during a rainy or snowy period, or when the weather is generally inclement. Bad weather forces people indoors and they have more time to read, study, and reply to your mailing piece. In a recent survey we made in conjunction with the Weather Bureau on buying habits as they are affected by the weather, we found some very interesting case histories.

A bakery chain, for instance, saved \$250,000 a year by consulting the weather bureau before stocking its stores. If weather forecasts indicated bad weather ahead, goods were placed in downtown shops instead of in suburban outlets. Records indicate housewives stayed indoors in inclement weather, phoning husbands to buy bakery goods on the way home; consequently sales in downtown shops soared while sales in outlying districts declined.

Three days after a prolonged rainy spell, mail order houses can expect a deluge of orders; rural folks forced indoors, go through catalogs and make out orders. When the flood of orders reaches the mail order desk, preparations have already been made to fill them promptly. On the other hand, the city merchants, especially large department stores, take good care not to schedule special sales during the same kind of rainy weather.

## CLEVER STUNT

A *Reporter* reader, Edward Bumberg (Good-Will Builders, 30 East 23rd Street, New York 10, N. Y.), sends us a clever mailing piece received by his young son on his birthday.

The mailing, as received by Master Bumberg, was in a plain white envelope. Inside was *his own picture* on a decorated photographic birthday card. Attached to the card was a birthday certificate valued at \$6.00 . . . good for an 8 x 10 portrait.

Seems like the photographer went around the neighborhood getting good shots of the children along with their addresses and birthdays. He put them to good sales use with this individualized birthday Direct Mail appeal.

## THE REPORTER

**Don't  
stamp!**

**... use a  
Postage Meter**

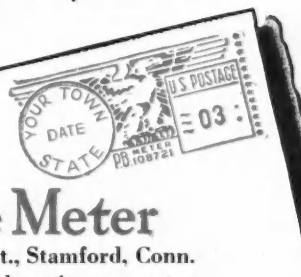
Adhesive stamps are just a habit hangover, anyway . . .

Why take the time and trouble to tear apart, moisten, and stick bits of printed paper to envelopes? . . . When a Postage Meter will *print* a stamp . . . *phfft!* . . . directly on the envelope faster than you can stick a stamp . . . seal the flap at the same time? Print any value of stamp, for *any* kind of mail. Print postmark, too, which speeds your mail in the postoffice.



**PLUS . . .** the convenience of always having the right postage on tap in your own office . . . the protection of postage that can't be begged, borrowed or stolen . . . the automatic bookkeeping . . . so handy, so efficient, so safe, so quick! Models for every size office, thousands used in modern offices everywhere . . .

Call the nearest Pitney-Bowes office,  
or write for illustrated  
booklet . . . today?



**PITNEY-BOWES Postage Meter**  
PITNEY-BOWES, INC., 2004 Pacific St., Stamford, Conn.  
*Originators of Metered Mail. Largest makers of postage meters  
Offices in 59 principal cities in the United States and Canada*

# What Do You Mean,

## When You Talk About Public Relations?

—an interpretation by

Homer J. Buckley

Homer J. Buckley & Associates,  
Inc., Chicago

"Public Relations" is NOT — as many manufacturers and business men regard it—a highly organized and complex activity, frequently selfish and ulterior in its motives, carried on as a secretive practice by large corporate organizations.

Altogether too often I find business executives—and among them occasionally public relations men—who regard the functions of Public Relations as specifically having to do with creating favorable news, as disseminated through the public press, radio and magazines—*disregarding* entirely many other phases of public relations important to the welfare and good name of the corporation.

My broad understanding of Public Relations covers six divisions of its application.

These six divisions are—

- (1) Public Relations with the customers of the house, creating cordial relationships to emphasize the spirit of service, fair dealings and equitable methods of adjustment.
- (2) Public Relations with the community in which the plants are located—with all forces that are molders of public opinion, including the schools, churches, civic bodies, etc.—indicating a willingness to cooperate with them in matters of public welfare.
- (3) Public Relations with the employees of the business—developing the family spirit within the organization—showing an appreciation of human relationship problems and promoting of social and recreational activities.

*Reporter's Note:* The president of a mail order house recently asked Homer Buckley to define for him what is meant by "Public Relations." This executive correctly complained that most people talk about Public Relations rather loosely and nobody seems to define clearly its functions for its over-all application to most businesses.

The first president of the DMAA (and the man who gave "direct-by-mail" its name) seems to have done a pretty good job in clarifying what Public Relations means. So here is the Buckley explanation for the benefit of all readers of THE REPORTER. Although not stated specifically . . . direct mail or printed promotion can be used in all six divisions.

- (4) Public Relations with the stockholders, through the dissemination of news material that creates confidence in management and wins approval of policies.
- (5) Public Relations with suppliers—firms and corporations from whom you purchase or whom you may invite to submit quotations from time to time, or who solicit your business in a buyers' market.
- (6) Public Relations with all your distribution channels, jobbers, wholesalers, dealers and agents who are often your representatives, or the sellers of your product with the purchasing public.

I know of several corporations who do a fairly good job of Public Relations with Suppliers—but who do a miserable job with employees.

In these cases I think it can be traced to top management in not developing a system for informing all employees — on the buying side as well as on the selling side—con-

cerning the general policies and practices as set forth in their Public Relations office.

This means a system of giving all contact employees the knowledge they need to be reasonable, courteous and supplied with the incentive of knowing that their qualities count in pay and promotion.

It also means a system of getting employee and public questions and criticism back up through the organization so that management may know what the buying as well as the selling public thinks of the business.

It is easy to get ideas into the public mind, but it is hard and costly to get them out. Public relations men know this only too well.

### BEAUTIFUL COLOR WORK

Best and most gorgeous color piece of the month: new 8½" x 11" 16 page booklet issued by Eastman Kodak Company, Rochester 4, N. Y., titled "Ektachrome . . . the New Kodak Color Film for Superlative Reproduction."

Booklet beautifully designed, but the color reproductions make your head snap back. Must be seen to be appreciated. Get a copy for your idea file.

### DRAMATIZING AN OPENING

Advertising Manager Ben Posen thought up a neat idea to dramatize the opening of a Hochschild, Kohn & Company branch store in suburban Baltimore.

Prepared for the official opening were large cardboard sheets (similar to children's games) with punched and perforated sections which could be removed and made into an exact miniature reproduction of the new store. Made quite a hit, we're told.

THE REPORTER



## MORE ABOUT WHAT'S WRONG WITH THIRD CLASS MAIL

A recent letter from J. B. Howard (Curtis 1000, Inc., 342 Capitol Ave., Hartford, Conn.) includes, among many other things, the following paragraph:

In the May REPORTER on Page 23 (inside back cover) the little article "What's Wrong with Third Class Mail?" paralleled our experience over the past three or four years. During the war none of us could complain seriously about delays in mail deliveries for obvious reasons, but we have found that these delays have continued right down to date and are probably as bad right now as at any time during the war. Our house magazines have been delayed all the way from one week up to seven weeks after they were mailed at St. Paul, yet for the past year I have been receiving the Washington Post (newspaper) delivered by mail to my home usually on the day following publication, and seldom later than the second day.

*Reporter's Note:* It does seem absurd that second class mail gets precedent over third class in distribution. Second class goes through the mail at the very lowest, loss-making rate. Third class comes very close to paying its own way. Second class is unusually bulky and hard to handle. While third class is usually very easy to handle. If an intensive study is made of the Post Office . . . attention should be directed toward the inequalities between third and second class mail.

NEITHER SNOW, NOR  
RAIN . . . ETC.

Dear Henry:

Three years ago, June 20, 1944, a letter was postmarked from our agency in Philadelphia to Private J. N. Johnston who was then at Camp Blanding, Florida.

Today, exactly three years later, that letter with its contents was received at the agency in the condition which you now see it.

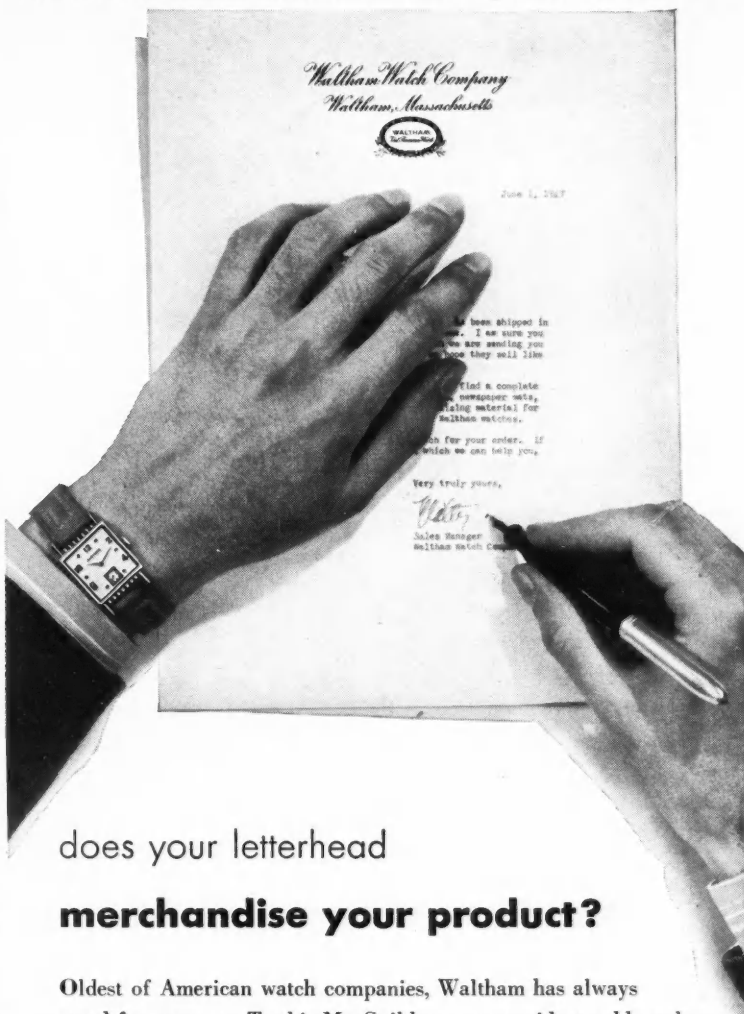
Unfortunately, Jim Johnston after serving in the Normandy invasion died early this year of complications from service.

H. S. Thoenebe, Vice Pres.  
John Falkner Arndt & Co., Inc.  
Fidelity-Phila. Trust Bldg.  
Philadelphia 9, Pa.

*Reporter's Note:* Thanks for letting me see this sample of how the Post Office follows through. In spite of current delays . . . the Post Office is still a remarkable institution.

## THE REPORTER

### Prominent Users of Strathmore Letterhead Papers: No. 72 of a Series



does your letterhead  
**merchandise your product?**

**Oldest of American watch companies, Waltham has always stood for accuracy. To this Mr. Guilden, new president, adds style.**

**His company has built their entire sales and advertising strategy on the handsome styling and top prestige of the Waltham watch.**

Therefore, it is no mere accident that Waltham chooses Strathmore Parchment for its distinguished letterhead. It is an item, and an important one, in the maintenance of the Waltham prestige.

**Does your letterhead do as much for the reputation of YOUR PRODUCT?** If not, ask your printer to submit new designs on Strathmore papers.

*Strathmore Letterhead Papers: Strathmore Parchment, Strathmore Script, Thistlemark Bond, Alexandra Brilliant, Bay Path Bond, Strathmore Bond.*

**STRATHMORE** *MAKERS  
OF FINE  
PAPERS*

**Strathmore Paper Company, West Springfield, Massachusetts**

# TIME TABLE

## for DMAA Convention

TIME: October 23, 24, 25, 1947.

PLACE: Carter Hotel, Cleveland, Ohio.

THEME: "Speeding Distribution With Direct Mail."

SCHEDULE: Thursday, October 23rd.

9:00 Registration Desk Opens

9:30 to 12:30 Uninterrupted period for inspection of Commercial Exhibits and for study of first showing of winners in Best Of Industry Direct Mail Advertising Exhibit.

12:30 Opening Luncheon and first General Session.  
Chairman: Edward N. Mayer, Jr., DMAA President

1:30 Feature Talk: "It's Time To Go Back to Work," R. E. Woodruff, President, Erie Railroad Company.

2:00 Announcement and Description of winners of 1947 Best of Industry Awards. Alice H. Drew, Advertising Manager, TelAutograph Corporation, N. Y.

3:00 "How Industry Is Using Direct Mail." Report of 1947 Survey Committee. W. D. Molitor, Chairman (Director of Sales, Edward Stern & Co., Philadelphia).

4:00 The DMAA Reports:  
(a) What the DMAA is doing  
(b) The Postal Situation  
(c) What's Ahead For Direct Mail  
—Round Table Conference  
(Adjournment)

5:30 to 8:00 Get-Acquainted Party — staged by Board of Directors of DMAA.

### Friday, October 24th

Morning—General Session Chairman: Henry Hoke, Publisher, THE REPORTER of Direct Mail Advertising, New York.

THEME: "Case Histories of Direct Mail In Selling and Distribution."

9:30 "Direct Mail Works For The Smart Retailer," Mrs. Elizabeth Kennard Theall—Director of Direct Mail Department, Neiman Marcus Co., Dallas, Texas.

10:00 "Personal Service Sales Multiplied by Direct Mail," Norman L. Klages, Advertising Manager, Reliance Life Insurance Co., Pittsburgh, Pa.

10:30 "Industry Moves Goods Faster With Direct Mail," John Hewson, Asst. Sales Promotion Manager, Servel, Inc., Evansville, Indiana.

11:00 "People Do Read Direct Mail"—Readership of Localized Direct Mail, H. O. Krass, Division Retail Manager, Shell Oil Company, Detroit, Michigan.  
(Adjournment)

12:30 Luncheon and 3rd General Session Combined.  
Chairman: Horace H. Nahm, President, Hooven Letters, Inc., N. Y.

1:30 Feature: "Management's Responsibility To Speed Distribution" (Speaker to be announced)

Theme for Afternoon: "Facts and Functions of Direct Mail as a Distribution Tool."

2:30 "How Direct Mail Speeds Distribution and Reduces Selling Costs," Philip Salisbury, General Manager, Sales Management, New York.

3:15 "Unlimited Marketing Information . . . at No Cost," Nelson A. Miller, Chief Marketing Division Office of Domestic Commerce, Department of Commerce, Washington, D. C.

4:00 "Facts at Your Finger Tips," Rose L. Vormelker, Head, Business Information Bureau, Cleveland Public Library, Cleveland, Ohio.  
(Adjournment)

Evening left open for private gatherings and inspection of exhibits.

### Saturday, October 25th

9:30 a. m. to 12 Noon

(3 Departmentals)

1. Fundamentals of Direct Mail  
(A new, special departmental for beginners and a "refresher for old-timers")

Chairman: Charles B. Konselman, Advertising and Public Relations Manager, A. & M. Karagheusian, Inc., New York

(a) "Basic Principles of Planning A Direct Mail Campaign", Richard Messner, Vice President, E. E. Brogle & Co., N. Y.

(b) "How To Put Your Merchandising Ideas Into Words," Earle A. Buckley, Earle A. Buckley Organization, Philadelphia, Pa.

(c) "What You Should Know About Production Processes . . . to Plan and Produce Intelligently," Roy G. Rylander, The Rylander Company, Chicago, Ill.

(d) "What You Should Know About The Post Office," Irwin E. Hurwitt, Tension Envelope Corp., Kansas City, Missouri.  
Questions and Answers  
(Adjournment)

### 2. Mail Order Departmental

Chairman: George Pfeiffer, 3rd, Director of Advertising, McGraw Hill Book Co., New York

(Three Sections)

#### (a) Trends In Mail Order

Copy & Layout—Charles B. Mills, O. M. Scott & Sons, Marysville, Ohio

What Are We Going to Do About Costs?—Thomas J. McElroy, Promotion Director, American Home Magazine, New York.

#### (b) Mailing Lists . . . the Biggest Problem of Mail Sellers

Representing Users: Miles Kimball, Oshkosh, Wisconsin

Representing Brokers: Edward W. Proctor, Jr., The Guild Co., New York (President of List Brokers Association)

#### (c) Trends in Coupon Advertising:

L. M. Bennett, Director of Advertising, LaSalle Extension University, Chicago

Questions and Answers

(Adjournment)

### 3. Industrial Departmental—To Be Conducted by Cleveland Chapter of National Industrial Advertisers Association.

(Speakers to be announced)

### 12:30 Closing Luncheon

Chairman: Next President of DMAA

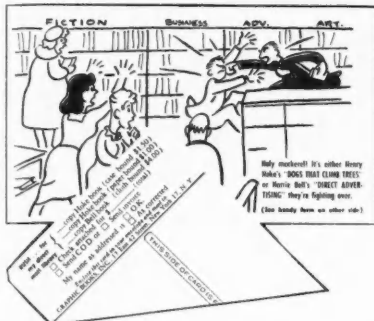
1:30 Feature: "What's Ahead for Business?"  
(Speaker to be announced)

2:30 to 6 Final Inspection of Exhibits

6:00 P.M. Convention ends.

*Reporter's Note:* Releasing above this early in the year . . . so that you can all see what is being planned . . . and plan to be present.

Under the above heading, the following item appeared in the *Informant* (June 1947 issue). This is the always-good house magazine of the Zellerbach Paper Company, 534 Battery St., San Francisco 26, Calif.



*Reporter's Note:* As many readers of *The Reporter* know, we are very much intrigued with the possibilities of postal card advertising. (See *Reporter* for March, 1947.) We have tried postal card mailings with a lot of type and also cards with not much else except a cartoon and a caption. The difference in results is negligible. Which proves . . . we don't know what. However, we continue experimenting with postal cards.

Dear Henry:

I and several members of the staff here continue to get much enjoyment and edification out of your wonderful little paper, and I frequently have the urge to join in the general tourneys which members indulge in over various technical, tactical and strategic aspects of "directed" advertising.

(One paragraph in a letter from)

Shaun O'Connor  
S. P. O'Connor & Co., Ltd.  
9 Clifton Road  
London W. 9, England

## THE REPORTER

For Direct Image  
**CORRECTIONS**  
you'll never notice

**use the offset *PLASTIPLATE*\***

**4** *Top illustrating qualities—translucent plate surface resembles drawing paper, ideal for free hand or traced illustrating.*

To prove Plastiplate's superiority, we will send you 3 FREE direct image plates.

### Plastic Photographic Plates Too—

## Photographic Plastiplates for offset

## Why PLASTIPLATE is BETTER



A cross section of the newly-developed Remington Rand plastic plate shows: (1) a non-detectable correction that does not penetrate the (2) water and grease receptive plastic coating. (3) The sturdy plastic-impregnated base-stock prevents any stretching or "curl up" because it is impervious to water.

**eliminate the regraining and other nuisances of metal plates. Cut your costs and forget *humidity* problems.**

Get your free direct image Plasti-plates now, or obtain information on how photographic plates can help you. Phone nearest Remington Rand office, or fill in and send us the coupon below.

\*Trade Mark

**Cheaper than metal, more dependable than paper—BETTER than BOTH!**

# Remington Rand

**Duplicator Supplies Division**  
**2 Main St., Bridgeport 1, Connecticut**

Send me without charge 3 direct image Plastiplates; I use a \_\_\_\_\_ typewriter and a ribbon of ☐ cloth fabric ☐ carbon paper. My offset machine is a \_\_\_\_\_ Model No. \_\_\_\_\_ ☐ Send information on photographic Plastiplates.

Firm Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Signed by \_\_\_\_\_

H.

**SEND COUPON TODAY FOR YOUR FREE PLASTIPLATES!**



# Playing POST OFFICE

By: EDWARD N. MAYER, JR.

We like to read anything we can find on Early American History. Just recently we stumbled across several chapters in an otherwise dull book that intrigued us because they were devoted to Benjamin Franklin, one of our very favorite Americans.

Famed for his aid in establishing the independence of the American colonies, for his diplomacy in handling the new nation's foreign relations, for his discovery of electricity, for the wit of his "Poor Richard's Almanac", for his thrift, his prudence, his philosophy, and other varied activities, Benjamin Franklin was also the most notable of the early postmasters of America. His connection with the postal system began in 1737, when he replaced William Bradford as Postmaster at Philadelphia, and continued through his appointment as Deputy Postmaster General in 1753.

Through Franklin's complete reorganization, the colonial Post Office at long last in 1761 began to show a profit, and the following year was able to remit to the London headquarters the first money that the American department had ever earned.

In 1774, however, accused of "pernicious activity on behalf of the colonists" he was dismissed from the crown position—a dismissal which removed him for but a short time, since the following year the colonies, aroused to the boiling point by Parliament's misrule, established the Continental Congress. This swiftly took a first step toward independence by setting up a postal system with Franklin as Postmaster General, at which he served until 1776, when he left for France.

But here's the whole point of the story. The most damning part (in the eyes of the King) of his "pernicious activity on behalf of the colonists" was in the method he used to frank his own letters. Until the early seventies he had franked his letters, "Free. B. Franklin", but imbued

with the spirit of independence that raged through the colonies, he changed the form to "B. Free. Franklin."

Shades of Ham Fish!!

\* \* \*

Here's a paragraph from a letter received by Walter Belknap (Time, Inc.) from the First Assistant Postmaster General that may answer your questions about why you can't get Zone Number books from some postmasters around the country.

"The Department is conducting a survey of the postal delivery zone number system for the purpose of improving the method. Pending the completion of this survey, no postal delivery zone number books have been ordered for the various offices operating under this system and many of them have exhausted their current supply.

"When the survey is completed all offices will be furnished with a sufficient supply of postal delivery number books to meet the requirements of the public."

The rumor is still current that when the survey is completed, there actually will be a national Zone Number book published by the Post Office. But it's probably only a rumor and we'd hate to bet on it.

\* \* \*

Speaking of the First Assistant Postmaster General, we want to give him credit for the finest "brush-off" letter it's ever been our displeasure to read. Back in January, B. B. Benton of the Benton Business Bureau, Bernardsville, New Jersey, wrote to the Postmaster General and outlined a dinner he was planning "as an expression of our goodwill and to cultivate a cooperative understanding of our mutual problems" with certain neighboring postmasters. Benton went on to ask if any suitable display on the mails was available and offered to keep the exhibit open to the public for a full week.

Here are the paragraphs from the letter we want you to read carefully before you see the Post Office's answer:

"Also, in conjunction with the dinner, the principal speaker's role could be filled by a representative of your office, with the opportunity of carrying a 'morale' message directly to a representative group of your rural personnel.

"In other words, before any other plans are developed, or even a date selected, your office has first choice to use our project in any manner that would be beneficial to your department and its local employees."

And now for the brush-off . . . and brother, you've never really been "brushed" until the Post Office has gone to work on you as they did on Mr. Benton.

Dear Mr. Benton:

The Postmaster General has referred your letter dated January 15 to me for answering. The Department *does not have any exhibits* that might be used for the dinner you propose to hold for the postmasters in the vicinity of Bernardsville.

While I am appreciative of your invitation for someone from the Department to speak at this dinner I regret that due to the pressure of work in the Department it will not be possible to spare any one of the officials for this purpose.

Sincerely yours,

(signed) J. M. Donaldson  
First Assistant  
Postmaster General

\* \* \*

Here's an item from a recent Post Office Bulletin that makes us think the Department is tightening up some loose ends before the Congressional investigations start.

## "UNDELIVERABLE THIRD OR FOURTH CLASS MATTER

"Forwarding address not to appear thereon when returned to sender

"Undeliverable third- or fourth-class matter bearing the sender's pledge to pay return postage is being returned by some postmasters indorsed to show the forwarding address of the addressee. When third- or fourth-class matter is undeliverable on account of the addressee having moved and the matter bears the pledge of the sender to pay return postage only, the forwarding address should not be placed on the matter. In cases where such address is placed on the matter in connection with its handling at the office of original address, the forwarding address should be obliterated before the matter is returned.

"The proper manner for the sender to procure the forwarding address of the addressee of undeliverable third- or fourth-class matter is for him (the sender) to place in the lower left corner of the address side a request to be advised of such address on Form 3547, as prescribed by paragraph 5, section 769,



"Postmasters will take steps to see that the forwarding address of undelivered third- or fourth-class matter does not appear on the matter when returned to the sender under his pledge. See section 806, Postal Laws and Regulations, as to the proper indorsement of such undeliverable matter."

"No letter, package, postal card, or circular concerning any lottery, gift enterprise, or similar scheme offering prizes dependent in whole or in part upon lot or chance; and no lottery ticket or part thereof, or paper, certificate or instrument purporting to be or to represent a ticket, chance, share, or interest in or

"The terms 'lottery, gift enterprise, or similar scheme offering prizes dependent in whole or in part upon lot or chance,' as used in that section include 'guessing' or 'estimating' contests for prizes as well as drawings and raffles of every kind, whether general or local, whether for private gain or in aid of charitable, educational, or religious objects, and whether the consideration for chances be money or other thing of value. Enterprises in which prizes are distributed among purchasers of merchandise in stated amounts,

“‘Endless chain’ enterprises designed for the sale or disposition of merchandise or other things of value through the circulation or distribution of ‘coupons,’ ‘tickets,’ ‘certificates,’ ‘introductions,’ and the like, are held to embrace the elements of a lottery, and also to be fraudulent.”

"Persons who contemplate the use of the mail in the operation of prize competitions, contests, or schemes are advised to ascertain whether matter relating thereto is mailable under the law, and should submit specimens of any advertisements, offers, or literature, with full particulars relating to the project."

"Publishers are cautioned against the printing of advertisements or announcements of enterprises of the character referred to before ascertaining whether the matter is mailable, as publications containing matter relating to schemes which are not in conformity with the law are unmailable at any rate of postage."

*There's a Haynes "Rep" to follow your modern thinking:*

BALTIMORE: 30 WEST 25TH STREET • Phone: BELMONT 0861  
WASHINGTON: 1140 EAST-WEST HIGHWAY, SILVER SPRING, MD. • Phone: SLIGO 8000  
NEW YORK: SUITE 303-4, 424 MADISON AVENUE • Phone: PLAZA 8-2740  
PHILADELPHIA: THE INQUIRER BUILDING • RITTENHOUSE 6-5988  
CLEVELAND: 1836 EUCLID AVENUE, CLEVELAND, OHIO • MAIN 9241

**IN SILVER SPRING, MARYLAND, ADJACENT TO THE NATION'S CAPITAL**

# Notes from a Mail Selling Scrap Book

By JAMES M. MOSELY

More about guarding the Mailing List: Part of a letter from Onox, Inc., San Francisco:

"In the April REPORTER, I note in your department something about protecting Mailing Lists by insurance. That's all right as far as it goes, but wouldn't you rather have the list than the insurance money? That's the way we feel about it, too!

"So once a year we run off our complete stencil list on tape, and move it to another location in the city. As new names are added to the stencil list, copies of them are added also to the other-location control. So we feel we're pretty well safeguarded in case of fire."

Any other slants on this problem? REPORTER readers will welcome *your* views through the SCRAPBOOK column.

There can be smart selling on an order blank. Here is how the Rose Mill order blank reads:

## The Liberal Rose Mill Company

"If you are not completely satisfied with any Millo'Milford product after actual test in your home, with a reasonable time, just write me to that effect and YOUR MONEY WILL BE REFUNDED INSTANTLY. You are not even required to go to the trouble of returning the unused portion of your purchase, unless the merchandise is shipped on approval. My reference is Milford Trust Co., Milford, Conn."

## How to Order Millo'Milford Products

"Because of the slow deliveries, most of my customers have been ordering three or more of each desired product at one time. Therefore, in order to make it easy for you, most of the products are now priced '3 for'. If you desire only

one of any product, the price will be 1/3 of the '3 for' price."

## Terms of Payment

"1. Most customers of Rose Mill remit the full amount when ordering. The terms of the Rose Mill guaranty provides protection against any possibility of loss.

"2. If you have purchased from Rose Mill previously, you may charge this order to your present account. Payment within 30 days after receipt of merchandise will be appreciated.

"3. Orders of reasonable size will be shipped ON APPROVAL to new customers of personal integrity and financial responsibility. Two references are necessary and payment or return of the merchandise within 20 days is required."

\* \* \*

R. J. Moore, Fragrantaire Company, New York City, recently capitalized moving to larger quarters with this insert.

## "Thank You Again, Customers

"Your continued re-orders and increased purchases of FRAGRANTAIRE House Perfumes have necessitated our moving again to larger quarters — the fourth time in ten years—now into our own building at 114 Lexington Avenue (near 28th Street) New York 16, New York.

"GIFT SETS—Gift Boxes (PERFUMER and bottle of Scent) have been received so favorably, we now have Gift Sets available all year round for Bridge Prizes, Guest Prizes, and Birthday, Anniversary and Holiday presents. One customer wrote: 'I am so thrilled to know you have Gift Boxes—and am enclosing order and check for \$7.00.'

"PERFUME EACH ROOM TO YOUR PERSONAL TASTE—18 Alluring Scents. See Special Offer listed in our New Postage Saver Formvelope Order Blank.

"We appreciate your patronage and look forward to the continuance of our pleasant business relations."

And here is a point which can be stressed by other firms which didn't raise prices.

"Did you realize that the Fragrantaire Co. has not participated in the dizzy jump in living costs? We have absorbed higher labor and material costs instead of passing them on to our good friends. Prices of Fragrantaire House Perfumes and Perfumers were not advanced when everything else was soaring in cost."

"Say, Dad, what does it mean when the paper says that some man was sent to a convention as a delegate-at-large?"

"It means that his wife didn't go with him."

—from "Indiana Telephone News" h.m. of the Indiana Bell Telephone Company Indianapolis 9, Indiana.

## For Your DIRECT MAIL LIBRARY

Published by Graphic Books, Inc.

- ☐ 1. **Cordially Yours** by Jack Carr Price \$5.00

New book by famous Florida proponent of Cordial Contacts by Mail. How to get experience and ideas. With collection of 175 best letters covering many classifications of business. Will make your letters better.

- ☐ 2. **Dogs That Climb Trees** by Henry Hoke Price \$1.50

A personal experience account of the growth, power and possibilities of Direct Mail. For the neophytes of any age. Not for stuffed shirts.

- ☐ 3. **Getting the Right Start in Direct Advertising** by Harrie Bell Price \$4.00

A down-to-earth textbook of basic fundamentals, taken from eight years of actual classroom experience. Used by many school and advertising departments.

Published by others — sold by Graphic Books, Inc.

- ☐ 4. **Art of Plain Talk** by Rudolf Flesch Price \$2.50

A serious thesis on copy . . . which blossomed into a best seller. Of great value to anyone who wants to write clear copy.

- ☐ 5. **How to Sell by Mail** by Earle Buckley Price \$2.25

A safe and sound, time-tested analysis of mail order selling by a man who has handled many successful campaigns, including Bond selling for the U. S. A.

- ☐ 6. **Offset Scrap Book** by A. A. Archbold Price \$3.00

An unusual assortment of 2200 effective heading styles suitable for actual use in offset layouts grouped in usable classifications. Compiled by successful writer of mail order copy. Furnishes ideas, saves typography and art work.

- ☐ 7. **How to Dictate Better Letters** by James Grady & Milton Hall Price \$1.50

A working manual for correspondence supervisors. Written by the experts who have installed successful letter-training systems in many business organizations.

- ☐ 8. **Tested Advertising Methods** by John Caples Price \$3.50

Possibly the best book ever written on the subject of effective headings and tested reply pullers. Gives sixteen formulas for writing headings. Although covering all advertising . . . is valuable for Direct Mail copywriters.

The works listed above are recommended by The Reporter of Direct Mail Advertising. Keep your Direct Mail Library up to date by checking and ordering those you do not have. As new, worthwhile books appear . . . we'll add to our list.

## GRAPHIC BOOKS, INC.

17 East 42nd Street, New York 17, N. Y.

## ONE ADVERTISING MAN TO ANOTHER

*A Critical Analysis of Advertising  
as Seen by George Kinter*

Someone, Henry . . .

sent me tearsheets from PM carrying a story headed "An afternoon drink with a man who has switched to Calvert because . . ."

The story had to do with the locating of one Henry Kopf who rated publicity by "switching to Calvert." Mr. Kopf, whose hangout is the Hub Bar, an unsavory drinking establishment in Jersey City, admitted that he drank "any goddam whiskey just so long as it was whiskey," but switched to Calvert when an agent of the Calvert Company paid for the drink.

The author's conversation with Mr. Kopf made a pretty sordid story, and whoever it was that sent it to me penciled on the margin, "I think you will agree that this sure gives advertising a black eye."

If the penciler of the note meant that the story gave advertising a black eye, I can't agree, but if he or she had in mind the type of advertising that prompted the story, I am one hundred percent in agreement.

Stories like this can be compared to the odor from something rotten. If it wasn't for the source of the odor there wouldn't be any odor, but leaders in the advertising field are more concerned about the smell than they are about its source. If they are fearful that the odor that reached the public through books and articles is giving advertising a black eye, they should take steps to remove the source.

Maybe a better simile would be Roger William Riis' description of "pain" in his enlightening article in the July Reader's Digest, titled, "Don't be an Ass about Aspirin," for which he will probably be damned by those who pill and stamp acetylsalicylic acid, as well as by some of the advertising journals. Mr. Riis, who

bought the same aspirin in various parts of the country at prices ranging from 6 cents to 69 cents per 100 pills, says at the conclusion of his article: "Two points to remember about aspirin: While aspirin deadens pain, it does not cure disease, for pain is only a symptom. There's danger in suppressing pain without going after its cause."

Whether we liken the stories and books on advertising to smell or pain it makes little difference—concentration should be at the source.

In my opinion, the leaders in the advertising field are, or should be, the advertising journals, and there is much they could do to eliminate the source of the obnoxious odors arising from much of current advertising. All they do, however, is try to drown out the smell with perfumed praise of the "large percentage" of advertisers who emit no evil odor.

As I have been seeing it for years, the advertising journals could do advertising a real service if they furnished the channels for the evil smells from the advertising that is giving it a black eye. If they sniffed out the sources of stink and promptly put a finger on them, the public wouldn't be nauseated by the smells relayed by writers of books and articles, whom they dub as "self-appointed critics" and enemies of advertising as a whole.

Before I sniffed the smell of Calvert's advertising through the story in PM, I wrote the following "One Man's Opinion" for my little publication which a number of decent and honest advertisers have been supporting for the past 12 years:

"Facts to Confound the Critics" heads an editorial in a leading advertising journal. The editorial quotes the following figures from the an-

## MONTHLY COVER SERVICE

GIVE YOUR HOUSE ORGAN  
A PROFESSIONAL LOOK

Beautiful four color illustrations to dress up the cover of your publication. Original works of top flight artists are reproduced by the finest four color printing. Carefully planned, seasonal, pictorial, human interest, patriotic and humorous subjects to stimulate readership of your magazine or garnish reports or publications.

### MCS FEATURES

1. Increased readership. MCS Covers are timely, interesting and colorful. They gain attention.
2. The very finest four color process printing on white coated enamel folding cover stock.
3. Four page covers furnished to you flat in sheets size 17½ x 11½ to fold and trim to an 8½ x 11 magazine. Illustration on page one and the other three pages are blank.
4. Designs are especially executed to allow local imprinting of your masthead.
5. A new cover design is offered each month. You can order as small or as large a quantity as you wish. Back numbers are carried in stock for immediate shipment.

### A TIMELY TIP . . .

Now you can forget that production headache each month thru Monthly Cover Service. Your current budget will easily allow you to use this high priced art work and printing.

### WRITE FOR SAMPLES AND FURTHER INFORMATION

PUBLISHERS DIGEST, INC.  
510 N. DEARBORN ST.  
CHICAGO 10, ILLINOIS

**Another EXCLUSIVE  
MOSELY MAIL BUYER LIST  
to bring YOU New Business  
In Volume by Mail  
M-3377 90,000 FORMER  
BUYERS \$1 UP RELIGIOUS  
INSPIRATIONAL LITERATURE**

ALL responded direct mail and  
space advertising past 3 years.  
Geographic. Cleaned twice a year.  
Elliot stencils. Prompt service.  
Have Proven

**HIGHLY RESPONSIVE!**

Send sample of mailing piece,  
size of test and proposed release date for O.K.

Write Dept. RE-7

**MOSELY SELECTIVE LIST SERVICE**

Mail Order  Headquarters

38 NEWBURY STREET  
BOSTON 16

**NEW MAIL ORDER CUSTOMERS  
in VOLUME FOR YOU!**



Join the fellows who  
know how to relax . . .  
who don't take their sales  
promotion worries with  
'em. They've learned to  
leave their problems—big  
or small—in Ahrend's ex-  
perienced hands.

You'll find that the  
**RESULTS** Ahrend produces—from a  
complete campaign or a single mailing  
piece—meet your needs.

Turn the whole job over to Ahrend—  
from planning and creating copy and  
art to the actual mailing. Then relax  
and watch the returns come in!

For free consultation—

call  
**MU 4-3411** 

**D. H. AHREND CO.**  
*Creative Direct Advertising*  
333 EAST 44th STREET • NEW YORK 17

nual report of the Federal Trade  
Commission:

Of 360,198 advertisements in news-  
papers, magazines, farm and trade  
journals, only 5.4% appeared to war-  
rant further investigation as untruth-  
ful.

Of 11,731 pages of mail-order cata-  
logs and circulars, only 3.2% con-  
tained possibly misleading represen-  
tations.

Of 518,061 broadcast continuities,  
just 1.6% were marked for further  
study.

The writer of the editorial figures  
that less than 5% of all advertising  
is "questionable" and that this is "a  
fine tribute to the progress advertising  
has made toward a completely good  
and honest job."

We think so, too, but the editorial  
writer thinks that this progress should  
"muzzle" the critics.

We don't think so. So long as  
there is any false, misleading or *objec-  
tionable* advertising, advertising as a  
whole will suffer, and we believe that  
honest criticism of objectionable ad-  
vertising has done a better job of  
cleaning advertising's house than have  
the efforts of the FTC or the polly-  
anna editorial writers.

Critics, especially those who de-  
pend upon advertising for a living,  
will not be fooled by FTC's percent-  
ages. Those who listen to commer-  
cials on the radio and check the  
FTC's weekly report, can point to  
many advertisers who have not been  
ordered to cease and desist from the  
use of advertising that is misleading  
and *distasteful*, as well as to adver-  
tisers who have ignored such orders  
or reworded their claims to convey  
the same idea. These advertisers,  
most of whom are in the soap, cos-  
metic, cigarette, liquor and patent  
medicine fields, may represent a small  
percentage of advertisers, but the  
money behind their advertising would  
be equal to a very large percentage  
of all advertising expenditures.

We realize that editorial writers  
for advertising journals would be  
sticking their necks out by pointing  
accusing fingers at the big money  
spenders, for they are directly or  
indirectly their bread and butter.  
If they are sincere in their belief that  
honest ethical advertisers must "take

the rap for the few miscreants", they  
should welcome rather than "con-  
found" the critics who are not re-  
strained in their criticisms.

\* \* \*

I hope, Henry, that you haven't a  
vice-president in charge of blue-pen-  
ciling any and all references to other  
publishers, because I want to use a  
bit of your space to give another pub-  
lisher a pat on the back. Oh, yes,  
I can pat backs as well as kick pants.

This publisher's name is C. B.  
Larrabee, who gets out a weekly mag-  
azine called *Printers' Ink*, and what  
I want to pat him on the back for  
is the open letter he wrote to a rail-  
road executive about a ride he wanted  
on the railroad that the executive has  
been advertising. It seems that the  
ticket agent in New York told Mr.  
Larrabee that "maybe, just maybe" it  
could be arranged and that he would  
put his name on the list along with  
others who also wanted to ride on  
that railroad.

I liked Mr. Larrabee's letter and  
I'll bet there are a lot of people on  
that list who liked it, too. Many  
people on "lists" are getting fed up  
standing by and watching others not  
on the "list" getting what they would  
like to have.

Mr. Larrabee's letter gave me the  
urge to write a letter to an executive  
of a certain automobile company. Be-  
fore he became an executive of this  
company he was the company's dis-  
tributor in Pittsburgh. He and I  
were pretty good friends and his  
picture still hangs on the wall of  
my office. He sold me several cars  
and his knowledge of how to sell  
undoubtedly qualified him for the im-  
portant position he now holds.

Let me tell you how he sold me the  
car I am still driving.

I had been driving the make of car  
he was selling for more than 15 years.  
I was a real booster and responsible  
for influencing many of my friends to  
buy that make, but for some reason  
or other, possibly due to advertising,  
I got the urge to buy another make.  
When I told my friend of this urge,  
he said, "OK, but don't buy it until  
you try out a little job in our display  
room. I'll fill it up with gas and you  
come out and get it and take a week-  
end trip. If you still want that other  
car, the trip and all the gas you use  
will be on me."



I'm still driving the car.

The letter I would write to my friend would remind him of that incident and acquaint him with the following experience with one of his company's dealers in Pittsburgh, who is probably not much different from thousands of dealers all over the country.

It was early in January that I visited this dealer's display room to look at a car. No one else was in the room and it was 10 or 15 minutes before the dealer came out of his office to ask, "You in the market for a car?"

I told him I was, and his next question was, "What kind of a car are you driving?"

I told him it was the same make as the car he was selling and that I had been driving that make for more than 25 years.

His next question was, "What model are you driving?"

"1936," I said, and I bragged a bit about the wonderful service it had given me and mentioned the fact that the service it had given influenced a number of my friends to buy cars of the same make.

He seemed decidedly bored with my enthusiastic praise of the car and made no offer to show me any improvements in the present models. He just looked out the window, probably at my 1936 model.

"Well," he finally said, "I'll put your name on the list and you can keep in touch with me. I might be able to get you a car."

I called him on the phone several times during the next two months but he didn't have any car for me and didn't know when he might get one.

The last time I called, he had forgotten me completely. I reintroduced myself and he again asked me what car I was driving.

When I again told him he "ohed" in a sad voice and informed me that it didn't have much trade-in value.

I told him that I wasn't concerned about its trade-in value—that what I was concerned about was getting a new car.


## THE REPORTER

"Well," he said, "there isn't anything in sight right now, but keep in touch with me."

Since then, which was about four months ago, I haven't kept in touch with him, and if I called him now I'd probably have to reintroduce myself and tell him what model car I am driving.

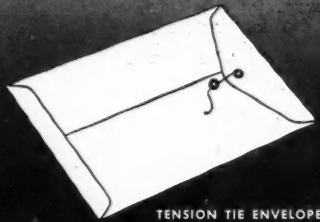
If I was in the market for a used car of that make I could find plenty of them—late models with very little mileage—in used car lots in the vicinity of this dealer's place of business.

I would really like to know what my friend, who is now a big executive, would think of that kind of customer treatment, and if I could frame a letter that would make him understand I was not trying to pull strings that would get me a new car, I would tell him about my experience. But maybe my peeve wouldn't seem any more important to this automobile executive than Mr. Larrabee thinks his peeve would seem to the railroad executive he wrote to. Maybe my friend, in his new position, has lost touch with individual customers. Maybe his old selling viewpoints have changed, and he has come to believe that sales that net dealers a better profit are more important than customers. Maybe he is relying on his advertising to keep old customers sold until production catches up with the demand of the free spenders. If so, it would take more than



**TENSION ENVELOPES**

For Every Business Use



TENSION TIE ENVELOPE  
"THE STRING WILL NOT PULL OUT"

**TENSION ENVELOPE CORP.**

FIVE FACTORIES  
SELLING DIRECT TO THE USER

New York 14, N. Y. \* Minneapolis 1, Minn.  
St. Louis 10, Mo. \* Des Moines 14, Iowa  
Kansas City 8, Mo.

### Letters Convey Moods

• For more than 20 years I have studied the moods that either lurk or linger between the lines of a letter . . . Let me point out your letter-moods . . . Sample analysis of one letter only \$5.00.

**CHARLES A. BEACH**  
8914 LaSalle • Detroit 6, Mich.

## All Purpose SET-UP

**Booth No. J-1**

**Hotel Cleveland—  
October 19-20-21**

**Booth No. 1**

**Hotel Carter—  
October 23-24-25**



Every direct mail user and processor can profit from a visit to the **ALL PURPOSE** Booths during the coming Cleveland Conventions. We'll have a regular mailing set-up in operation so our visitors can have a first hand view of a typical **ALL PURPOSE** System for low cost mailing.

MORE FACTS FOR THE ASKING—IN BULLETIN DM-2

**ALL PURPOSE METAL EQUIPMENT CORP.** 250 Mill Street  
Rochester 4, N. Y.

## MAILING TO CANADA?

Let a Canadian Company handle it for you—printing to mailing.

**TORONTO ADDRESSING CO.**  
21 King Street East, TORONTO, ONTARIO

**LETTER GADGETS** keeps those letters out of the waste basket and pay for themselves many times. These are attention-getters which triple the pulling power of letters or circulars when properly used. Send for circular and price list illustrating many of them.  
A Mitchell-R 735, 111 W Jackson Blvd., Ch'go 4

## CAMPBELL SOUP COMPANY

uses



Write to the  
**REPLY-O PRODUCTS CO.**  
150 WEST 22nd St. NEW YORK 11

## An OPPORTUNITY for YOU to be considered for A GOOD MOSELY CHECK!

MORE PROFITS for YOU from MOSELY CHECKS . . . year after year . . . without a penny of sales cost on your part . . . if you have sizable lists which produce results for MOSELY MASS MAIL ORDER CLIENTS.

### OVER 17,000 MOSELY CHECKS

have been sent to MOSELY owners of mailing lists across the nation . . . from \$10 to \$7,000 each . . . for More Fun, More Advertising, More Equipment, More Personnel or just

### MORE PROFITS.

Write us today—all about the Lists you have for frank appraisal of what income can be developed for YOU.

Write Dept. RE-7

## MOSELY SELECTIVE LIST SERVICE

Mail Order Headquarters

38 NEWBURY STREET  
BOSTON 16  
Established 1935

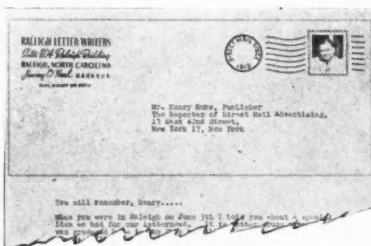
"MOSELY sends the CHECKS!"

a letter from a peeved customer to bring him back to the kind of thinking that qualified him for his present position.

So, I've decided not to write that letter—I will just cancel my customership with the people whose cars I have been driving for 25 years and join the growing army of those who are looking around for outfits that might like to have their business.

## NEW STUNT LETTERHEAD

Jimmy O'Neal, that fellow who entertained *this reporter* in Raleigh last month, sends us letter number one on his new stunt stationery. Will reproduce it here:



The entire top third of a standard 8½" x 11" sheet takes the form of an envelope. In place of the stamp, Jimmy has inserted his own picture.

An ideal stunt for a Direct Mail producer. Also . . . an ideal letterhead for the new style salutation.

Incidentally, Jimmy O'Neal passed along to us an interesting Direct Mail story which appeared in the Raleigh News & Observer on Sunday, June 20, 1947. It's about Volstead Heath, age 25, who worked for the Raleigh Letter Writing Company for four years before he went into the Marines. While in Melbourne, Australia, he met and married his present wife. After his discharge from the Marines, he visited his home town of Raleigh and discussed with Jimmy O'Neal and others the possibilities of opening a Direct Mail agency in Raleigh or some other town in North Carolina. Instead . . . he decided to open a Direct Mail creative and production shop in Melbourne, Australia. He put his available money into Multilith, Vari-Typer and Multigraph equipment and opened up about eight months ago. His business is growing rapidly and the last report was that he had ten employees grinding out Direct Mail for Australian business firms. New enterprises like that will help to pull the world closer together.

## WHAT SIZE HOUSE MAGAZINE?

House magazine expert Tom Dreier and *this reporter* have been discussing the value of a recent survey to determine the proper size of a house magazine. Some of you may be interested in Tom's reactions:

"The question of SIZE for an external house magazine is a mere detail. The only thing that matters is the quality of the material put into the publication. A well edited, well written, interesting publication can be any size and be printed in any color on any quality of paper.

"Without any question at all, the most important single element in any publication is the EDITOR.

"When I returned to the farm in June, I found boxes of third class mail here. At least ninety percent of it is wastebasket material. The stuff I save is of different sizes, shapes, colors, and physical quality. But I know that those publications will have food for me—something interesting—something helpful—something amusing—something enriching—something colorful and alive. The discarded publications, no matter how well printed and expensive, are only filled with words."

## ANOTHER REPORT ON BIG FIGURES

Dear Henry:


Apropos to "Direct Mail and Big Figures" about Studebaker Corporation Service Promotion Program in the May *Reporter*, here are Big Figures from General Motors:

### Service Promotion programs exclusively

- (1) Chevrolet—2,000,000 names on plates, one piece every month for a year—24,000,000 pieces per year.
- (2) Buick—600,000 names on plates, one piece every month for a year—7,200,000 pieces per year.
- (3) Pontiac—3,200,000 Direct Mail pieces mailed every three months—total 12,800,000 Direct Mail pieces per year.
- (4) GMC Truck—2,000,000 Direct Mail pieces per year.
- (5) GM Diesel—over 600,000 pieces per year.
- (6) Dealers supply mailing lists on all of the above. All of this material is created, produced, and mailed by the Dealers' Sales Promotion Department of GM Photographic which department is headed by the writer.

F. C. Himmelman, Manager, Dealers' Sales Promotion Department, GM Photographic Section, General Motors Corporation, Detroit 2, Michigan.

## THE REPORTER

  
**Guild**  
 SINCE 1899  
**Lists**

**THE KEY TO**  
***Successful***  
**MAIL**  
**PROMOTION**

**Guild**  
*Mail Order*  
**Lists**

76 NINTH AVE.  
 NEW YORK 11 N. Y.  
 1 So. Dearborn St., Chicago 3

### Dear Mailer:

Would you like to duplicate the experience of the mailer who wrote:

### Dear Walter:

I would like to use a lot more names through you. You know that I want to do as much business with you as I can and as we go along in the future I think it will be possible for us to work together more and more as you develop names which have not been previously recommended.

### Which Client?

WAS IT—Non-Fiction Book Club, Harper & Bros., In Fact, Thomas Y. Crowell & Co., Business Week, Dover Publications, Foster Products, Funk & Wagnalls, Organic Gardening or Miles Kimball?

Submit your data. State the problem. We will make definite recommendations.

### WALTER DREY

LIST BROKER

34 East 40th St. • New York 16, N. Y.  
Murray Hill 3-0642

### International List Bureau

45 Astor Place • New York 3, N. Y.

GRamercy 3-0730

No. 8 of a Series

### ATTENTION WEBSTERS!

Dear Henry:

All of us as a rule are guided by the dictionary's interpretation of a certain word.

George Kinter refers to that thought in his article in *THE REPORTER*.

I think the solution is a simple one.

Why not write to the dictionary publishers and suggest that the word "Dear" is also the word only used as a salutation for most business letters. Won't everybody then be satisfied?

In the Thesaurus, they quote Chaucer as having said, "For Love is blind all day and might not see."

Harry J. Beard  
J. B. Lippincott Co.  
East Washington Square  
Philadelphia 5, Pa.

*Reporter's Note:* So . . . you want to make "dear" legitimate?

OH, MY! OH, MY! OH, MY!

"Investor's Reader" is the name of a very good house magazine now in volume 8, number 11, issued by the brokerage firm of Merrill Lynch, Pierce, Fenner & Beane, 70 Pine Street, New York 5, N. Y.

Starting on page 1 of the May 28, 1947 issue, under the title "Fancy Figures in Advertising," the editor describes in fascinating fashion the enormous amount spent for advertising in the United States. It is a good analysis of the big guns in advertising.

In describing the enormity of the field, the editor lists newspapers as the number one record holder in advertising sales. The next biggest slice of the advertising melon is accredited to national magazines. The next slice is credited to radio. And fourth place goes to outdoor.

NOT A SINGLE, SOLITARY MENTION OF DIRECT MAIL OR DIRECT ADVERTISING, although some of the firms listed as top bracket spenders are known to be among the largest users of the mail (such as General Motors). It is so easy to talk about the glamorous types of advertising . . . so difficult to talk about the intricacies of Direct Mail.

*Reporter's Added Note:* In spite of the article about advertising . . . we think the "Investor's Reader" is a fine house magazine.



"Dear Sir: As a steam shovel operator, you'll welcome our new C-8741-A29 Feather-Touch Clutch."

### Are you reaching the right people, FOR YOU?

For your next mail promotion, consider trying a carefully chosen list of the RIGHT people for you . . . not just names, but folks *known* to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate rental basis. Tell us what you're selling and we'll make suggestions without obligation.

### D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)  
80 Broad Street Boston 10, Mass.

### FLY FISHING or SALES HUNTING?

IF you want the addresses of 300 fly fishing enthusiasts in the Great Lakes region—or 10,000,000 former service men across the country, DUNHILL List Co. will **COMPILE** the names for you, or supply them from one of the most complete libraries of selective lists in existence.

- Foreign Lists
- National Lists
- Neighborhood Lists
- Industrial Lists
- Banking & Finance
- Professional Lists
- Housewives
- Known Donors
- Merchants
- Teachers & Students
- Religious Lists
- Associations & Clubs
- Ex-Service Men
- Anything

REMEMBER you haven't **BEGUN** to open up your list possibilities until you've talked to DUNHILL!

**DUNHILL LIST CO., INC.**  
565 FIFTH AVENUE  
NEW YORK 17, N. Y.

**How to make your  
FALL-WINTER VOLUME  
NEW MAIL ORDER CUSTOMER  
Program an  
OUTSTANDING SUCCESS!**

Put the entire problem of what outside Volume Customer Lists of other Mail Order Companies to test and cover in a large way completely up to ONE dependable source,

**MAIL ORDER LIST HEADQUARTERS**

From the country's widest selection of Mail Buyer Lists for one-time rental addressing to bring NEW MAIL ORDER CUSTOMERS, MOSELY will guide you in selecting the "cream" . . . and follow through to serve you all the way.

Write in detail to Dept. RE-7

**MOSELY SELECTIVE LIST SERVICE**

*Mail Order List Headquarters*

38 NEWBURY STREET  
BOSTON 16

**NEW MAIL ORDER CUSTOMERS  
in VOLUME for YOU!**

**Active Customer Mailing List  
10,000 WOMEN MAIL ORDER  
BUYERS**

All sent us orders, some totaling \$50.00 a date for needlework items. An excellent list of prospects for almost any type of product, service or mdse. Available for rental at low rate. For full details, write

GEO. LENHOFF SALES CO.  
134 So. 13th St. • Lincoln 8, Nebr.

**SELL BY MAIL**

Let this successful mail order advertising agency show you how to sell your merchandise, books, courses, services, etc.

The ARTWIL CO., Advertising  
24 West 48th Street • New York 19, N. Y.  
MEDallion 3-0813

**MAILING LISTS**

250,000 Discharged service men's names available. On gummed labels. \$10.90 M. M. R. Rose, 837 N. La Cienega, Los Angeles 46, Calif.

**MULTIGRAPHING SUPPLIES**

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

**QUALITY Letters from NEW Stencil**

"Plastic-coated" PROCEL stencils make copies so Stygian Black they seem to be almost printed. PROCEL works with any ink, gives maximum legibility, minimum cut outs and type clogging. Let PROCEL improve your letters! Write to Remington Rand, Duplicator Supplies Division, Bridgeport 1, Conn., for free information.

**SCORE ONE FOR THE  
POST OFFICE**

Dear Mr. Hoke:

I think you will be interested in the enclosed envelope as an example of speedy delivery. The postmark is dated Evansville, Ind., July 19, 1947—12:30 P. M. I received the letter July 18th in the first mail.

I think this breaks some record or other.

Samuel Frankel  
Foundry Services, Inc.  
280 Madison Avenue  
New York 16, N. Y.

*Reporter's Note:* Returning envelope for your philatelic collection. First time we've heard of Post Office setting its cancelling machine ahead.

Hotel Manager: "We can give you a room, but you'll have to make your own bed."

Prospective Guest: "Fine!"

Manager: "Here's a hammer and saw. You can start right in."

—from "The American News"  
h.m. of The American Pallety Co.  
4200 Wissahickon Avenue  
Philadelphia 29, Pa.

**HOWARD SELL  
YOUR  
PHOTOS PRODUCTS**

8 x 10  
5¢

Commercial - Industrial - Theatrical.  
Postcards 2c; blow-ups on heavy  
board special 20x30 \$2; 30x40 \$3.  
Your products pictured differently  
from \$4.50. 24-HOUR SERVICE. Free Sample Kit.

HOWARD PHOTO SERVICE - Dept. R  
168 W. 46th St., New York 19, N. Y. BR-9-2490  
Serving Customers Coast to Coast

**CLASSIFIED ADS**

Rates, \$1.00 a line—minimum space, 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines.

**ART SERVICE**

NEED ARTWORK? Complete service for Mailorder and Direct Mail. State requirements. Send \$2 deposit for sketches and illustrated brochure. Allan K. Jensen, Audubon 5, Iowa.

**DIRECT MAIL COUNSEL**

DIFFICULT-TO-WRITE SALES LETTERS expertly written by specialist with 17 years experience; unusual background. Write details for estimate. Lester Meyers, Box 246, Murray Hill Sta., N. Y. 16, N. Y.

**FOR SALE**

10 L. C. SMITH STENCIL CUTTING MACHINES. Brand new 1947 machines. Series 2030000. Perfect condition. Free-post 9-2431.

**HELP WANTED**

ESTABLISHED NEW YORK CITY Mail Agency has openings for several men to train for its executive staff. Weekly payment and liberal participation in profits. Must be willing to get hands dirty and run errands, or anything else on occasion. Any experience on office machines, advertising, publishing, accounting, or sales may be helpful. Apply in own handwriting, please. Box No. 121, The Reporter, 17 E. 42nd St., New York 17, N. Y.

**PIONEER • MOSS**  
PHOTO • ENGRAVERS SINCE 1872  
460 W. 34TH ST., N. Y. C. MEDALLION 3-0440







Kit.

1990

3

or  
e-  
d  
n,

r.  
h  
d.  
s,  
Y.

s.  
p-

il  
o  
r.  
s.  
d  
h.  
s  
s  
s  
s



# Check these advantages and you'll buy



**MERCURY-LITH ROLLERS AND BLANKETS**  
for Multilith printing machines

**MERCURY-GRAPH ROLLERS**  
for Multigraph duplicating machines



Amazing new Mercury coating material... a modern research development... for more delicate control of inks — and therefore better contrasts between tones.

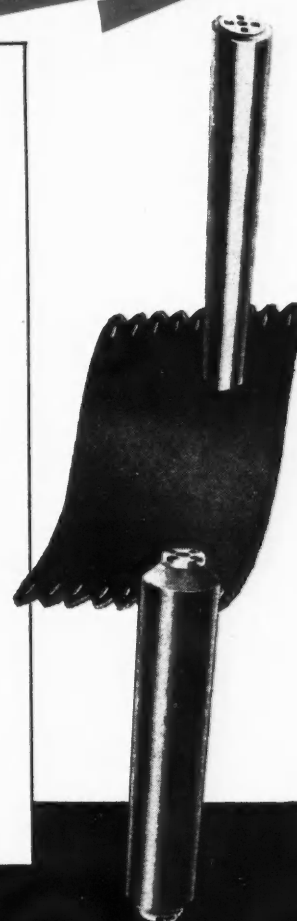
Non-Swelling! Surface and plies won't absorb ink-acids and ink-oils, the usual cause of swelling.

Easier wash-up because ink can't sink into coating.

Blankets cut to fit your press, and have controlled stretch so that they fit taut and hold shape.

Uniform coverage assured, because of super-accurate construction. Built to same microscopic tolerances as the rollers we build for world's largest multi-color printing and litho-presses.

Made and guaranteed by the largest manufacturer devoted solely to rollers and blankets for the graphic arts.



## RAPID ROLLER COMPANY

D. M. RAPPORT, Pres.      Federal at 26th Street      CHICAGO



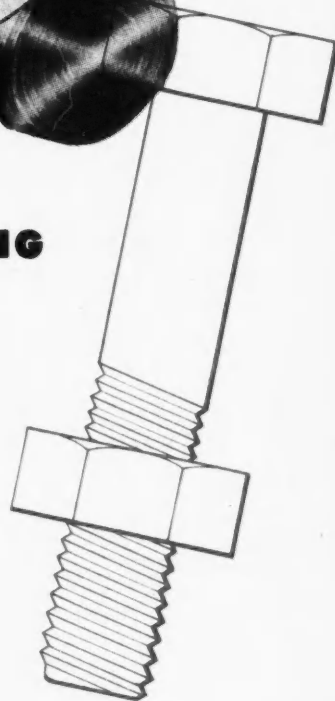
## NUTS AND BOLTS ADVERTISING

Direct mail is a phase of advertising that makes big demands on analytical thinking, creative ability and timely articulation of good selling ideas. It is the "hard work" end of advertising . . . a specialized field requiring seasoned experience and plenty of technical "know how". Like all good advertising, it thrives on ideas — carefully planned and intelligently administered.

Hickey-Murphy-St. George, Inc. is a young organization with a twenty year old backlog of experience in getting results via the direct mail route. We offer its creative facilities to direct mail users who have an appreciation for the hard-headed, practical, "nuts and bolts" approach to selling problems.

We'll take your basic thought and work it into a hard-hitting direct mail piece or an entire campaign without conflicting with your present advertising agency connections.

Cost? — Hickey-Murphy-St. George, Inc. service is offered on a modest fee basis — per assignment or per year. Our strongest selling arguments are the direct mail jobs we've done for large and small clients. An interview with one of our principals will provide the answer to your direct mail problems.



### Free Upon Request "LIFE IN AN IDEA FACTORY"

Ask for your copy of this informative booklet on the application of successful direct mail advertising.



**HICKEY · MURPHY · ST. GEORGE, INC.**

*Creative Direct Mail Advertising*

2 WEST FIFTY-SIXTH STREET · NEW YORK 19, N. Y. · CIRCLE 6-8737



